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Lloyd's Column



A Free Runabout
Some people have roared. While others were bored. At tales of the lively, ubiquitous "Ford". In such stories, Ford glories. These tales are a fad: Some good and some bad. Each new one is velvet; It goes for an ad, And the car gets new markets. Now Ford gets a notion He'll sail o'er the ocean To engineer peace. Thinks cash the right lotion; Oh, you sonny with money! The folks who had roared At the jokes of the Ford Thought this was a new one, And scampered aboard; Each one saying, "Ford's paying!" —Frank B. Thomas.

Indians Still Hold Queer Names
Kansas City.—That Indian names still possess their early strength and picturesqueness is shown by those which figured prominently in the recent sale of Indian lands in the Standing Rock reservation in North and South Dakota.

An inspection of the list reveals such names as Kate Good Crow, whose nearest neighbor is Barney Two Bears. Mary Yellow Fat adjoins Meida Crowghost, while Mrs. Crazy Walking, on the southeast quarter of section 19-23-25, has probably reached the condition indicated by her name thru being in the same section with Elk Ghost.

Mary Lean Dog rather envies Agatha Big Shield for her aristocratic name. In like manner, Jennie Dog Man and Mary Shave Head may be all too willing to assume on short notice the heroic name borne by Morris Thundershield, heir apparent to Long Step Thundershield. Mrs. Did Not Butcher, judging from her name, is in no condition to supply the wants of her nearest neighbor, Mrs. Frosted Red Fish, who lives on a half-section not far from Helen Difficult.

It Helps the Circulation
A kiss he printed on her lips, And she made this oration: "Please, please, continue doing that! It boosts my circulation." —New York Sun.

The Man Who Wins
The man who wins is an average man Not built on any particular plan, Not blest with any peculiar luck— Just steady and earnest and full of pluck.

He goes at a task with ginger and grit For he is determined to conquer it. When asked a question he does not "guess"— He knows, and answers "No" or "Yes".

When set a task that the rest can't do He buckles down till he's put it thru. He studies his duty as to why and how. His practiced motto is "do it now".

Three things he learned: That the man who tries Finds favor in his employer's eyes; That is pays to know more than one thing well; That he doesn't pay all he knows to tell.

For the man who wins is the man who works, Who neither labor nor trouble shirks Who uses his hand, his head, his eyes; The man who wins is the man who tries.

Not so very long ago, when the government stepped into the fight between the mail order house and the rural merchant, and organized the rural free delivery system and the parcel post, many a good merchant threw up his hands and calmly expired—in a business way. But the wise man, the man who used his head, began to figure what he could get out of the parcel post and the free delivery that would give him a chance to compete with the mail order house. Like all great inspirations, the answer was simple: "Do as

the mail-order man does. Get a mailing list and go after the business." And the "manontheground" got busy. In the first place he had his local paper which circulated throughout his territory each week or daily in some cases. He advertised with catchy specials, and got people to write in for them, sending them out by parcel post. He got a list of every buyer in his territory went to the newspaper office and had some attractive circulars printed, and circularized his names. After a while he had a complete mail-order list of satisfied customers. People found they could get goods right at home, practically, for the same money they could buy them for in the large cities, and goods came quicker. There were no waits, no broken packages nor missing articles. In fact the "manontheground" proved to them that he had a mail-order house right at their doors that could deliver the goods as cheaply and quicker than the catalog houses. And the "manontheground" got the business. The lesson in this little fable is quite plain to every merchant who reads it. The enormous business of the catalog houses has been built on advertising, business methods, hustle and stick-to-it-iveness. With every advantage on his side he can hold up and increase his business—all the "manontheground" has to do is to be "Johnny-on-the-spot."

Too Late
Two blacksmiths working together tattered very much. First Blacksmith (placing a red-hot iron on the anvil)—St-st-strike it qu-qu-qu-ck. Second Blacksmith—Wh-wh-ere will I st-st-st-strike it? First Blacksmith—Never mi-mi-mi-nd—it's cold.—Chicago American.

Well, well, well, as the thirsty man said. Old Pepe Sites, of the Alliance Times, remarks that he is worried over the future of this kolyum, on account of the fact that "Life" is going to protect its copyrights. Please don't worry, Pepe. We'll probably have to take a lay-off, run up to Hot Springs over night, stop at the Evans Hotel, and take a lesson from real "Life."

A Domestic Problem
"Troubles never come alone," sighed Mrs. Eddy, with evident impatience. "Why, what is wrong, dear?" queried her guest.

"You know Ellen, our cook, has been with us twelve years, and she has just presented us with a life-size crayon portrait of herself."—Harper's Magazine.

Stupid Smith!
Said the colonel to his orderly: "Smith, I wish you'd ride into that town yonder and get the correct time." "Why, sir," Smith hesitated, "I haven't a watch!" "A watch, a watch!" the colonel bellowed. "What in the name of sense do you want of a watch? Write it down on a piece of paper, man."

Sold!
A man and a boy went into a shop to buy a hat. After a time the man was fitted to one. Looking in the glass, he said to the youngster, "How do I look in this hat?" "Like a thief," promptly responded the boy.

The man angrily darted towards him, and the boy fled from the shop pursued by the man. The shopkeeper laughed and thought it all very funny until their long absence made him realize that he had been robbed! Then he stopped laughing.

Uncle Jud's Lyrical Monolog on Country Editors
Who is it that will work all day and late into the night Just to boost the town he lives in with all his main and might? Who is it that's a millionaire without the money bags? Who always smiles no matter how the little old world wags? Who takes his pay in promises in apple or cord wood, And tries his hardest in this vale of tears to do some good? The country editor, my son, and may his tribe increase; An optimist par excellence; his labors never cease. More than half our population lives in little country towns, Where the fashions run to overalls, sunbonnets, gingham gowns, But which are the foundation, you can take it, son, from me. Of all the nation's riches, and our vast prosperity, They're the bulwark of our greatness; the foundation of it all, And upon the small town editor great obligations fall. He must mould public opinion in his little chosen sphere; He must guard the institutions that we all of us hold dear; Upon his sense of duty and his loyalty depends The welfare of the nation, and we have no better friends Than these country Horace Greelys, whose opinions are their own, And not bought by men and women, rich on shady dealings grown.

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In some instances, telephone bells are put out of order temporarily by a storm or other cause. We have special appliances for detecting this kind of "trouble," but the operator may give the "don't answer" report on such calls until she learns of the difficulty. Then she announces that "the line is out of order," until the trouble has been remedied.

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